



MAY 17, 1996

C. E. "CURT" MOSER  
Key Account Manager

TO: ROUS'      1110    1210    1310    1610    1710    1810  
              2110    2210    2310    2910    6710    6910  
HANDLING/DISTRIBUTION

3905 Hartzdale Drive, Suite 500  
Camp Hill, PA 17011  
Fax 717-761-1573

IN RE: RITE AID - 1996 MERCHANDISING PLAN-O-GRAMS - CHAIN ID #0110-00-00/0110-01-00/0110-02-00

DEAR MANAGERS:

FOR YOUR INFORMATION, ATTACHED PLEASE FIND THE RITE AID COUNTER AND BACK BAR PLAN-O-GRAMS FOR 1996.

IN THE TOTAL RITE AID CHAIN, ALL STORES ARE AUTHORIZED FULL PRICE PCD'S AND DORAL CCDS'. AS INFORMATION, ALL STORES WILL HAVE EITHER A LEVEL I CONTRACT OR A RETAILER ASSIST CONTRACT.

ALL CONTRACTS WILL BE ENTERED INTO THE SALES INFORMATION SYSTEM FOR YOU.

THE FULL PRICE PCD WILL CONSIST OF 3-40 PACK TRAYS, PLUS THE LARGE HEADER SIGNAGE. THE CCD SHOULD BE A MINIMUM OF A 6 TRAY UNIT, FOR THE BACK BAR. IN ADDITION TO THESE 2 PERMANENT DISPLAYS, RITE AID HAS ACCEPTED A MONTHLY 40 PACK PRE-COUPONED DPC DISPLAY EACH MONTH FOR THE REMAINDER OF 1996. THIS WILL BE PLACED ON THE BACK BAR.

AS YOU CAN SEE, RJRS' POSITION HAS NOT CHANGED FROM THE PREVIOUS PLAN-O-GRAM. IF ADDITIONAL DISPLAYS ARE REQUIRED FOR STORES THAT CURRENTLY DO NOT HAVE DISPLAYS, IT IS YOUR RESPONSIBILITY TO ORDER IN THE NECESSARY MERCHANDISING PARTS.

PLEASE INSTRUCT THE RETAIL REPRESENTATIVES TO FULLY IMPLEMENT THIS PROGRAM, AND RESPOND BACK TO ME BY JUNE 28, 1996, ANY STORES THAT DO NOT COMPLY WITH THIS CURRENT PLAN-O-GRAM.

IF YOU SHOULD HAVE ANY QUESTIONS, PLEASE ADVISE.

THANK YOU FOR YOUR ASSISTANCE WITH THIS CHAIN.

SINCERELY,

*CURT*

C. E. MOSER

CEM/BAT

ATTACHMENT

CC: ALL RSMS'

|      | Sales           | Retail                  |
|------|-----------------|-------------------------|
| 1221 | 1,2,3,4         | (122) 2,3,23,25,28      |
| 1222 | 1,2,3,4,5,7,8,9 | (122) 21,23,25,27,28    |
| 1223 | 3,4,7           | (122) 24,25,26,27,28,29 |
| 1224 | 1,2,3,5,6       | (122) 20,23,27,30       |
| 1225 | 1,2,3,4,7,8     | (122) ROM               |
| 1226 | 2,1,3,6         | (122) PC SC             |
| 1228 | 3,4,7,8,11,12   | (122) MC PA             |
| 1240 |                 |                         |
| 1244 |                 | RSM RBM                 |

51850 5378